

2015 CHINA Profile

Arrivals to the U.S.

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The full version will include 2015 travel export data for total, passenger fare, and change metrics.

TRENDS IN ARRIVALS (in thousands)

Year		2008	2009	2010	2011	2012	2013	2014 ^r	2015 ¹	Change 2015 / 2008
Arrivals		493	525	802	1,089	1,474	1,807	2,190	2,591	2,098
	% Change	24	6	53	36	35	23	21	18	426

TRENDS IN RECEIPTS (in millions)

Year		2008	2009	2010	2011	2012	2013	2014	2015 ^p	Change 2015 / 2008
Total Travel & Tourism Exports ²		\$6,086	\$6,869	\$10,249	\$13,925	\$18,152	\$21,147	\$24,019	n/a	n/a
Travel Receipts (at U.S. destinations)		\$5,189	\$6,022	\$8,942	\$11,877	\$15,864	\$18,726	\$21,499	\$24,656	\$19,467
Education Receipts		\$2,377	\$3,049	\$4,014	\$5,123	\$6,498	\$8,073	\$9,793	n/a	n/a
Other Business/Personal Receipts		\$2,594	\$2,926	\$4,874	\$6,696	\$9,306	\$10,586	\$11,635	n/a	n/a
Health/Border/Seasonal		\$218	\$47	\$54	\$58	\$60	\$67	\$71	n/a	n/a
Passenger Fare Receipts (on U.S. carriers)		\$897	\$847	\$1,307	\$2,048	\$2,288	\$2,421	\$2,520	n/a	n/a
	% Change in Total Receipts		13	49	36	30	16	14	n/a	n/a

SELECTED TRAVELER CHARACTERISTICS (by percentage point change)

Information Sources Used to Plan Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Airlines	40	37	-3.0
Personal Recommendation	29	32	3.2
Online Travel Agency	27	28	1.0
Travel Guides	11	16	4.9
Corporate Travel Dept.	17	14	-2.4
Travel Agency Office	13	12	-0.8
Tour Operator/Travel Club	8	8	0.2
National/State/City Travel Office	4	6	1.6
Other	5	6	0.3

Main Purpose of Trip	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Vacation/Holiday	34	39	5.1
Visit Friends/Relatives	22	20	-2.3
Education	16	16	0.3
Business	16	14	-2.6
Convention/Conference/Trade Show	10	10	0.3
Health Treatment	0.3	0.7	0.4
Religion/Pilgrimages	0.3	0.1	-0.2
Other	1.5	0.5	-1.0

Purpose of Trip (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Vacation/Holiday	46	49	3.1
Visit Friends/Relatives	36	34	-1.5
Education	18	19	1.0
Business	23	18	-4.5
Convention/Conference/Trade Show	15	14	-0.7
Health Treatment	1.0	1.6	0.6
Religion/Pilgrimages	1.0	0.4	-0.6
Other	1.8	0.5	-1.3

Net Purposes of Trip:

Leisure & VFR	67	68	1.2
Business & Convention	32	28	-4.1

Transportation Types Used in U.S.: (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Air Travel between U.S. Cities	43	46	3.4
Auto, Private or Company	44	42	-2.1
Rented Auto	30	35	5.6
City Subway/Tram/Bus	31	31	-0.1
Taxicab/Limousine	23	25	1.8
Bus between Cities	18	16	-1.6
Railroad between Cities	7	7	0.1
Ferry/River Taxi/Srt Scenic Cruise	7	6	-0.4

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Cruise Ship/River Boat 1+ Nights	4	3	-0.7
Rented Bicycle/Motorcycle/Moped	2.3	2.2	-0.1
Motor Home/Camper	0.3	0.8	0.5

Activity Participation While Within U.S. (multiple response)	2014 (Percent)	2015 (Percent)	% Point Change ³ (Points)
Shopping	89	87	-2.0
Sightseeing	79	81	1.5
Experience Fine Dining	51	51	0.1
National Parks/Monuments	40	45	5.2
Art Gallery/Museum	39	42	3.4
Small Towns/Countryside	39	41	1.8
Amusement/Theme Parks	34	36	1.1
Historical Locations	25	30	5.5
Cultural / Ethnic Heritage Sites	22	24	2.7
Guided Tours	22	20	-1.7
Concert/Play/Musical	15	14	-0.7
Casinos/Gamble	13	13	-0.6
Water Sports	11	12	0.7
Environ./Eco. Excursions	11	11	-0.2
Sporting Event	12	10	-2.3
American Indian Communities	8	9	1.5
Camping/Hiking	7	6	-0.7
Nightclubbing/Dancing	6	6	-0.3
Golfing/Tennis	4	4	0.2
Hunting/Fishing	3	3	0.2
Snow Sports	2.3	2.1	-0.2
Other	1.4	0.9	-0.5

SELECTED TRAVELER CHARACTERISTICS	2014	2015	Change
Advance Trip Decision Time (mean days)	68	67	-0.5
Advance Trip Decision Time (median days)	60	60	0.0
Prepaid Package	20	25	4.9
First International Trip to the U.S.	41	42	1.8
Length of Stay in U.S. (mean nights)	41.4	37.3	-4.1
Length of Stay in U.S. (median nights)	14	14	0.0
Number of States Visited (% 1 state)	60	59	-1.0
Average Number of States Visited	1.8	1.8	0.0
Hotel/Motel (% 1+ nights)	69	69	-0.7
Average # of Nights in Hotel/Motel	17.5	19.6	2.1
Travel Party Size (mean # of persons)	1.6	1.8	0.2
Gender: % Male (among adults)	51	54	2.4
Household Income (mean average)	\$ 76,832	\$ 73,087	-\$3,745
Household Income (median average)	\$ 48,741	\$ 48,622	-\$119
Average Age: Female (among adults)	33	34	1.4
Average Age: Male (among adults)	36	36	0.5

VISITATION TO U.S. DESTINATIONS ⁴ (multiple response)	Market Share 2014 (Percent)	Volume 2014 ^r (000s)	Market Share 2015 (Percent)	Volume 2015 ¹ (000s)
Regions				
Pacific	49.85	1,092	44.33	1,149
Middle Atlantic	32.47	711	34.22	887
South Atlantic	**	**	21.90	568
Pacific Islands	**	**	12.64	328
States				
California	46.22	1,012	41.51	1,076
New York	**	**	30.47	790
Hawaii	**	**	11.44	296
Cities				
Los Angeles	33.14	726	30.01	778
New York City	**	**	29.01	752

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Notes:

- (1) 2015 arrivals and percent change reflect a combination of additional records counted and market conditions.
- (2) *Total Travel & Tourism Exports* = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incident to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).

International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States. For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>
- (3) Percentage-point and percentage changes are based on non-rounded data.
- (4) Only census region, state, and city destinations having a sample size of 400 or more are displayed.
- (n/a) Estimate not yet available.
- (**) Estimate not shown due to sample size fewer than 400 for this year.
- (r) Estimate was revised.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the U.S.

Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: http://travel.trade.gov/outreachpages/census_regions.html

Interested in data for your destination? The NTTD sells custom reports. To learn more, go to:

<http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; Bureau of Economic Analysis

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